RJ REYNOLDS

TOBACCO COMPANY

J. Campbell
Promotional Coordinator

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-4179
Fax (716) 634-3145

April 18, 1997

☎ *Fax* (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

~~MAY CAMEL B2GF LIGHTER PROMOTION #700033~~
Doral B2G1F #700727

Dear Don:

I have ordered 1050 SKUs of Doral Shipper Displays (item #525101) for you to pack this promotion for McLane-Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling the displays. ***Note: Product is 'pre-sleeved' B2G1F (no sleeve assembly required).***

All displays will need to be back at McLane no later than June 2nd in order for McLane to begin shipping displays to retail.

Product Arrival @ McLane: May 12, 1997
Displays Arrival @ Consolidated: May 15, 1997

DORAL BRAND STYLE	#/ (6M) Cases B2G1F
Full Flavor Box	70
Light Box	70
Full Flavor 100	35
Light 100	70

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 4.9 CARTONS PER DISPLAY

CONTACT P. COX TO DETERMINE WHETHER AN ADDITIONAL 'LIVE' PACK SHOULD BE ADDED TO EACH DISPLAY (THIS WOULD EQUATE TO 5 CARTONS PER DISPLAY FOR BILLING PURPOSES).

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'
  (USE ENCLOSED 'RETAILER LETTER' TO MAKE NECESSARY COPIES)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

I appreciate your assistance, and if you have any questions, please call.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / #1610
/jc
w/ State Display List
cc: P. Cox

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE CHAIN MANAGERS

McLANE NE

JUNE: DORAL B2G1F / PROMOTION #700272

RETAIL DISTRIBUTION DATE: 6/2/97

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT
A-PLUS/ ATLANTIC/ SUNOCO	269	See List	290	1	2	22			2	6	91		163	3	
BP OIL	45	See List	46										46		
CIRCLE K	40	1	40	5		26		1	8						
COASTAL MART	35	1	35							9			26		
COOKS CONVENIENCE	8	See List	12								12				
CONVENIENCE EXPRESS	5	1	5								5				
COUNTRY FAIR	70	See List	96								12	8	76		
DAIRY MART	116	1	116	28		35					19		27	7	
EXPRESS MART / PETR-ALL	40	See List	41								41				
F.L. ROBERTS	17	See List	27	8		19									
J MART	8	1	8								8				
KRAUSZERS	12	1	12	12											
MANLEY'S MART	11	See List	22								22				
MOBIL	80	1	80	10		17			10	7	32		2	2	
MOHAWK OIL	5	See List	6								6				
RED BARREL	23	See List	29								29				
7/11 - HANDEE MART	26	1	26				1			9			16		
SUGARCREEK	92	1	92								92				
SUNRISE FOOD	20	See List	23								23				
INDEPENDENTS & SMALL CHAINS	38	See List	43	1		4	3		2	5	21		6	1	
TOTALS	960		1049	65	2	123	4	1	22	36	413	8	362	13	0

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES)/ MI/ MD

cc: J. Piscitelli / J. Rago

(MC-DORB2.XLS)4/17/97

Source: https://www.industrydocuments.ucsf.edu/docs/hlvn0000

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 17, 1997

STATE STAMPING

McLANE NE
#375878

BY STATE: NO./CARTONS TO STAMP *'PRE-SLEEVED B2G1F'*

DORAL B2G1F	CT	DE	MA	MD	ME	NH	NJ
FF BOX	130	4	246	8	2	44	72
LT BOX	130	4	246	8	2	44	72
FF 100	65	2	123	4	1	22	36
LT 100	130	4	246	8	2	44	72

BY STATE: NO./CARTONS TO STAMP *'PRE-SLEEVED B2G1F'*

DORAL B2G1F	NY	OH	PA	RI
FF BOX	826	16	724	26
LT BOX	826	16	724	26
FF 100	413	8	362	13
LT 100	826	16	724	26

4/17/97
STAMPING.DOC

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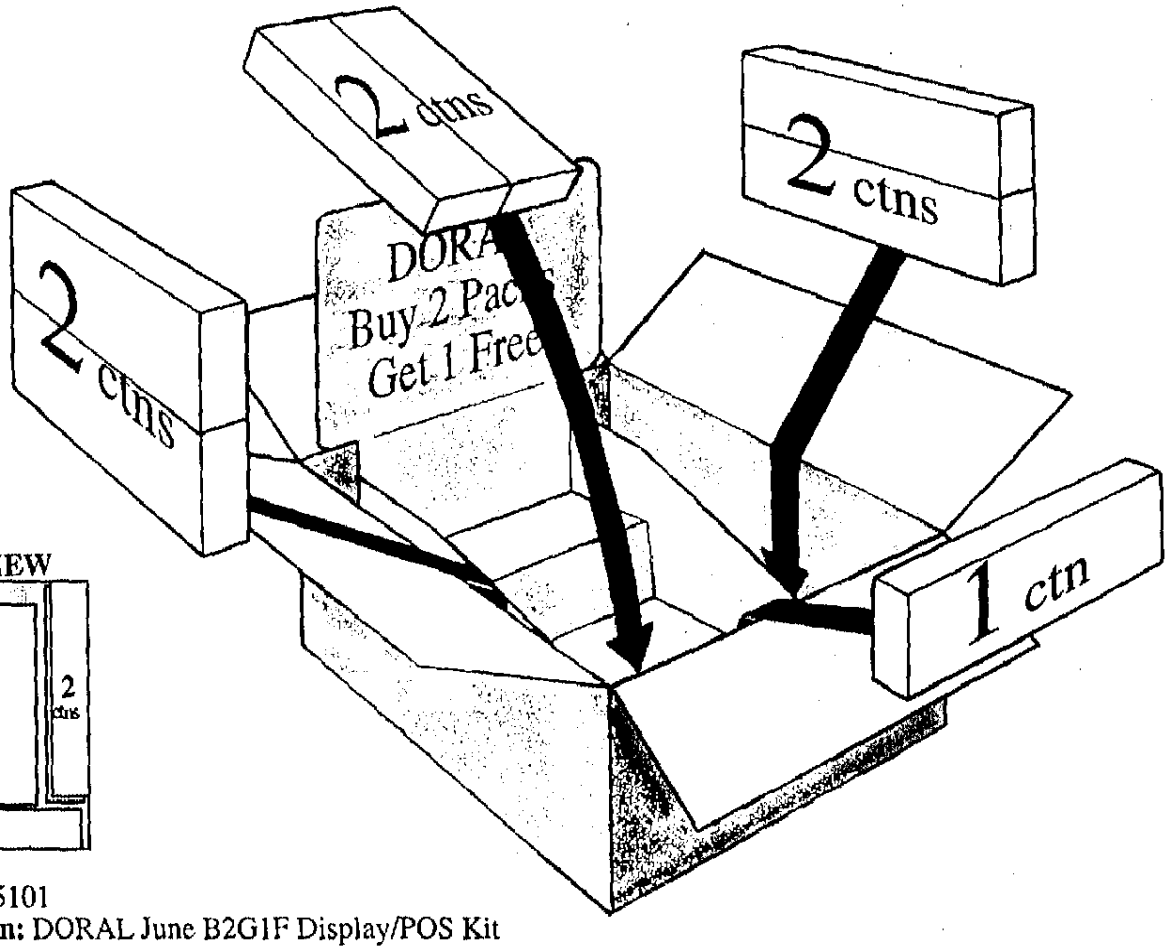
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

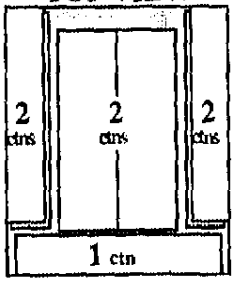
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	Ff Box	LT Box	LT 100	Ff 100		
Number of Cartons	2	2	2	1		

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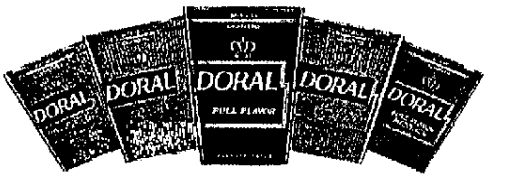


To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

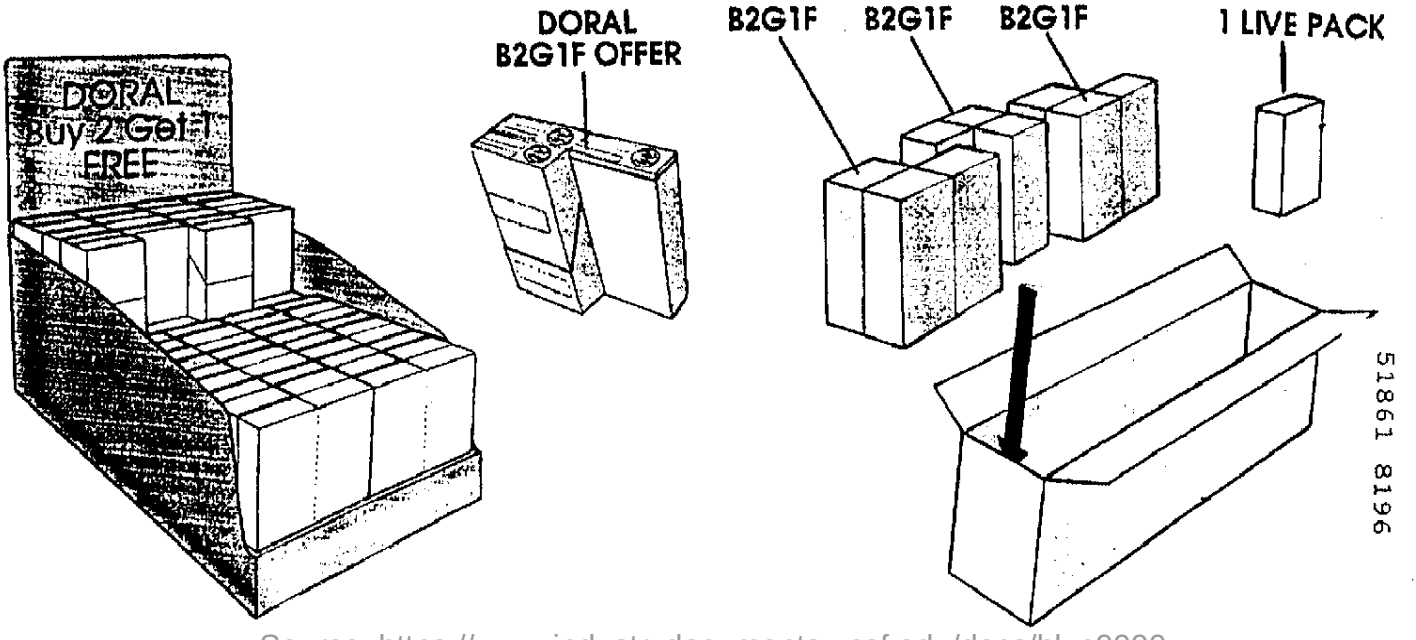
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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